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# Inside Information

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CONFIDENTIAL RECORDS

## ILLINOIS CELEBRATES 20 YEARS OF TEAMWORK

In the sweep of agriculture history, the 20th anniversary of the agricultural communications major at the University of Illinois hardly carries the program beyond infancy.

However, some noteworthy things have happened since the first few students entered in the 1960-61 school year.

To call attention to the success of the journalism program, Jim Evans, head of the Agricultural Communications Department at the University of Illinois, has produced a simple brochure.

The 16-page publication carries photos and biographical sketches of 23 different students who have taken part in cooperative internships with various organizations.

One of the sketches is about LuAnne Metzger who recently completed a cooperative education internship in the USDA Midwest regional information office at Chicago administered by USDA's Agricultural Marketing Service.

For further information, contact Jim Evans, Agricultural Communications Department, University of Illinois, 58 Mumford Hall, Urbana, IL 61801.

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## Inside "Inside".....On Page

NTIS, SupDocs Agree on Collaboration.....	2
IABC Sponsors Management Skill Clinic.....	2
USDA Visual Management Manual Reviewed....	2
That's Some "B.S." from Wyoming.....	2
Another Illinoisan Joins USDA Staff.....	3
FmHA Information Specialist Dies.....	3
Consumer Film/Video Festival Planned.....	3
Kentucky Information Position Open.....	3
N.C. Soil Conservatin Newsletter Tops.....	3
Texas Science Writer Recognized.....	4
Now, About Those "Dumped Oranges".....	4
Michigan Communicator Helps USDA.....	4
Regional Farm Broadcasters' Meetings Set..	4
Study of Map Distribution Underway.....	4

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## CORNELL STARTS RURAL COMMUNICATION RESEARCH

A recent directory of communication research centers in the United States lists 81 such units.

However, none have rural communication research as a focus. Some people believe this ommission is a significant gap in communications research.

Now, New York's Cornell University is moving to meet this vital research need.

"It is important that all segments of society are served equally be efficient communication systems," says Don F. Schwartz, chairman of Cornell's Department of Communication Arts.

"A concentrated program of applied research is needed to focus existing knowledge in communicatin on the problems of rural areas and on the food and agriculture industry," Schwartz adds.

The new Cornell Rural Communicatin Research Program was established in March.

Initial efforts will capitalize on the Cornell University's communication faculty strengths in communication planning and strategy, organizational communication, mass communication, development communication and survey research methods.

Schwartz says collaboration with faculty in other Cornell departments will extend the range of expertise.

A broad data base of communication studies in rural areas is now being assembled by the Cornell staff for the new communication research program.

Based on an analysis of the data base, project grants will be sought from appropriate sponsors.

Contracts also will be accepted for rural opinion polls or communication program evaluations from state, federal or international agencies.

For more information, contact Dr. Donald F. Schwartz, Chairman, Department of Communication Arts, 307 Roberts Hall, Cornell University, Ithaca, NY 14850.

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## NTIS, SUPDOCS AGREE ON COLLABORATION

Selected scientific and technical documents published by the Government Printing Office will be announced in NTIS newsletters and journals, according to an agreement between the two agencies.

NTIS is the National Technical Information Service of the U.S. Department of Commerce.

GPO documents will be announced as available hardbound from the Superintendent of Documents (SupDocs) and available in microfiche from NTIS, as well as being searchable online through the NTIS bibliographic data base.

"The agreement between NTIS and GPO would seem to make both GPO and NTIS more useful than they have been in the past," says Don Dickson of USDA's Economics & Statistics Services research information staff in Washington, D.C.

"The relative cost advantage of GPO and the data base and residual availability of NTIS' demand publishing are now combined," he adds.

Even before the noted GPO/NTIS agreement, ESS had been using NTIS as a residual supplier for all ESS research reports.

"It has reduced the need to print larger press runs, store more and longer," says Dickson.

"By inputting to NTIS early in the game, initial distribution is expanded three ways: directly by NTIS through their 'selected research in microfiche' system, orders based on their weekly abstract system, and through listing in their widely-used data file called NTISearch."

Anyone interested in discussing the advantages of NTIS further may contact Don Dickson at 447-7305.

## THAT'S SOME "B.S." FROM WYOMING

Joyce Hayes, information officer with the Wyoming Department of Agriculture, publishes an agency newsletter.

That's not unusual.

But the title is.

The monthly missive, chock full of departmental news and information from elsewhere, is called, "The Bull Sheet."

Anyone interested in reading the latest B.S. from Wyoming should contact Joyce Hayes, Wyoming Department of Agriculture, 2219 Carey Avenue, Cheyenne, WY 82002.

Or call (307) 777-7321.

## IABC SPONSORS MANAGEMENT SKILL CLINIC

The Washington chapter of International Association of Business Communicators will sponsor a management skill clinic April 29.

The clinic will be at the University of Maryland's Adult Education Center.

The workshop leader will be Jon Woods, award winning writer and director of a New York Management consulting firm.

Wood will lead discussion on techniques in problem solving, decision making, conflict management, time management, budgeting, group dynamics and self-assessment.

The cost is \$70 for IABC chapter members and \$90 for non-chapter members.

Send a check payable to Washington Chapter/IABC, c/o Harriet Rothenburg, C&P Telephone Co., 1730 Pennsylvania Avenue, NW., Room 700, Washington, D.C. 20006.

## USDA VISUAL MANAGEMENT MANUAL REVIEWED

A review and critique on graphic standards in USDA's visual management manual was held with USDA agency information office representatives recently.

David Sutton, USDA assistant public affairs director for graphic arts, and George Baka, acting head of the USDA Design Center, conducted the review session.

Questions or problems encountered in using the year-old manual, and possible changes in the manual were discussed.

Sutton also attended a USDA Soil Conservation workshop at Lancaster, Pa., in early April, where he reviewed the manual.

## USDA YEARBOOK SALES KEEP CLIMBING

Over a million and a half copies of USDA Yearbooks, from 1948 to 1980, have been sold by the Superintendent of Documents.

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\* Affairs Director, Room 407-A, U.S. De \*

\* partment of Agriculture, Washington, \*

\* DC 20250, or call (202) 447-7454. \*

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## ANOTHER ILLINOISAN JOINS USDA STAFF

Gene Hemphill, former news service director for the Illinois Farm Bureau, has joined the U.S. Department of Agriculture.

Hemphill will work in the Office of the Secretary preparing Secretary Block's speeches and assisting the Secretary's chief press aide, John Ochs.

Hemphill previously worked for the Joliet (Ill.) Herald-News.

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## CONSUMER FILM/VIDEO FESTIVAL PLANNED

To identify and award the best consumer education and information films and videotapes, the Council for the Advancement of Consumer Policy is sponsoring the North American Consumer Film Festival in June.

The festival, to be held in Washington, D.C., will be open to films and tapes from commercial and noncommercial filmmakers in the United States, Canada and Mexico.

Because this is the council's first consumer film festival, it will include films and tapes made over the five-year period 1976-1980.

"There are no sub-categories--such as food, health or buying a car--for the festival," says Ed Riner, executive vice president of the council.

"If you believe your film educates and informs consumers, enter the festival."

The deadline for entries is May 1.

Entry information is available from the council by writing to the North American Consumer Film Festival, Suite 502, 2033 M Street, N.W. Washington, D.C. 20036.

Winning entries will be described in the North American Consumer Film Catalog.

The catalog will be the major guide for schools and others who wish to buy, rent or borrow consumer films, Riner says.

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## TARHEEL SOIL CONSERVATION NEWSLETTER TOPS

The newsletter of the North Carolina chapter of the Soil Conservation Society of America won a first place (bronze) plaque.

The recognition was awarded in the newsletter category of the annual awards competition of the Raleigh Public Relations Society.

The newsletter is written, edited and illustrated by Frank Jeter, Jr., public information officer with USDA's Soil Conservation Service in North Carolina.

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## FmHA INFORMATION SPECIALIST DIES

Harold Kent Street, a public information specialist with USDA's Farmers Home Administration in Washington, D.C., died recently, an apparent suicide.

Street, a native of Windsor, Conn., graduated in 1953 from South Dakota State University with a degree in agricultural journalism.

After working for the Dakota Farmer magazine, he moved to the University of Connecticut in 1954 where he was assistant agricultural editor for the Cooperative Extension Service.

In 1955 he became farm editor of the Hartford (Conn.) Courant. While with the Courant, he was elected president of the Newspaper Farm Editors of America and in 1972 received their highest honor, the J.S. Russell Memorial Award.

Street joined USDA's Agricultural Research Service as an information specialist in 1966.

He joined FmHA's information staff in 1975, and then held a similar post with the Farm Credit Administration (an independent agency) from 1977-78.

Street returned to work for FmHA last year.

## KENTUCKY INFORMATION POSITION OPEN

University of Kentucky's College of Agriculture has a position open for an extension information specialist, located at UK's campus at Lexington.

Primary responsibility is to prepare youth publications and other educational materials used in support of Kentucky Cooperative Extension Service programs.

Secondary responsibilities include maintaining liaison between 4-H and the public information department.

Qualifications are a M.S. or M.A. in journalism or communications, or a master's degree in English with an undergraduate degree in journalism or communications.

Also, applicants need to know about printing processes, editing publications and writing for mass media. Photographic ability is an asset.

Contact Dean C. Wolf, Chairperson, Search Committee, Room 131 Agricultural Experiment Station Building, Department of Public Information, University of Kentucky, Lexington, KY 40516.

Or call (606) 257-3850.

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## TEXAS SCIENCE WRITER RECOGNIZED

Robert L. Haney, who has served as science writer for the Texas Agricultural Experiment Station at Texas A&M University the past 10 years, has been cited for outstanding service to the state's agricultural research agency.

He was presented the distinguished performance award at the Texas annual experient station conference.

Haney writes a weekly column, "The Scientists Tell Me," and a monthly newsletter, "Agricultural Research in Texas," which are distributed to more than 1,000 news media outlets.

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## MICHIGAN COMMUNICATOR HELPS USDA

Eldon (Fred) Fredericks, manager of extension and research information at Michigan State University, is on temporary assignment with USDA's Science & Education Administration in Washington, D.C.

Fredericks is on leave from MSU for a year to work with SEA's information staff in developing a computerized delivery system for information services.

Taking over his job in Michigan as acting manager is Maxine Ferris.

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## STUDY OF MAP DISTRIBUTION UNDERWAY

USDA is taking part in a government-wide survey to determine the cost benefits of establishing a federal coordinated distribution system for maps.

David Sutton, USDA assistant public affairs director for graphic arts, said the survey was requested by the Joint Committee on Printing.

For purposes of the survey, a map is a "graphic presentation in an established scale of natural or artificial features on the surface of a part of the earth, with the features positioned as accurately as possible according to a coordinate reference system."

Drawings and sketches are not maps, Sutton said.

"Our interest is in maps having a value to users beyond a season or some other temporary phenomenon," he said.

The USDA survey is to be completed by April 23.

Sutton may be contacted about the map survey by calling 447-6641.

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## NOW, ABOUT THOSE "DUMPED ORANGES"

It is true that not all of California's record crop of navel oranges is being shipped to be eaten by consumers as fresh fruit.

"But many media reports indicating that much of the crop is being thrown away under the federal marketing order are misleading," says Dale May, deputy information director in USDA's Agricultural Marketing Service.

To help set the record straight, the AMS information staff prepared and distributed a "Q&A" backgrounder on the navel orange marketing order to news media, consumer groups and others.

AMS, through its regional information office in San Francisco, has also identified to media representatives some growers who are donating surplus oranges to non-profit charitable groups.

"Most of the oranges that are not shipped fresh go into juice or other uses, including livestock feed," May said.

And one county in California even plans to run its county vehicles on alcohol produced from excess orange juice.

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## REGIONAL FARM BROADCASTERS' MEETINGS SET

Five regional meetings of radio farm broadcasters have been scheduled around the country.

According to Jim Johnson, USDA assistant public affairs director for broadcsating and film, they are:

Evansville, Indiana, April 24-26  
Fargo, North Dakota, April 30-May 2  
Houston, Texas, May 15-17  
San Francisco, California, May 15-17  
Montgomery, Alabama, June 5-7

The Agricultural Marketing Service administered regional information office in San Francisco will host that regional meeting, with Barbara Kohn of the staff making the arrangements.

The summer meeting of NAFB will be held July 19-21 in Washington, D.C., according to Johnson.

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## OPENING LINES . . . . .

"I always like to open a speech, to relax myself, by telling a joke. But I learned all my jokes from Secretary Butz."--Carroll Brunthaver, former assistant secretary of agriculture for international affairs and commodity programs.

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